

Message Text

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ACTION OES-07

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FM AMEMBASSY ROME
TO SECSTATE WASHDC 1297
INFO AMCONSUL FLORENCE
AMCONSUL MILAN

UNCLAS ROME 4751

E.O. 11652: N/A
TAGS: EGEN, ENRG, IT
SUBJECT: PROPOSAL FOR AN EXHIBITION IN ITALY ON ENERGY CONSERVATION
AND THE BUILDING INDUSTRY IN THE USA.

1. SICATT AND A COMMERCIAL OFFICER HAVE BEEN APPROACHED WITH A PROPOSAL FOR SUCH AN EXHIBITION BY A REPRESENTATIVE (ALDO NORSA, ARCHITECT) OF THE INTERNATIONAL EXHIBITION OF BUILDING INDUSTRIALIZATION (SAIE). THE EXHIBITION WOULD BE A NON-COMMERCIAL, QTE CULTURAL UNQTE ACTIVITY AT THE OCTOBER 1979 SAIE, WHICH IS ORGANIZED BY THE ENTE AUTONOMO PER LE FIERE DI BOLOGNA (AGENCY FOR, BOLOGNA TRADE FAIRS). THE SAIE IS THE BIGGEST BUILDING AIR IN ITALY.

2. THE EXHIBITION WOULD CONSIST OF A DISPLAY ILLUSTRATING AMERICAN TECHNOLOGY FOR ENERGY CONSERVATION IN BUILDINGS, A BOOK AND A SERIES OF LECTURES. THE ITALIAN PARTY (SAIE) WOULD PROVIDE ALL THE SPACE, FACILITIES, EQUIPMENT AND UTILITIES FOR THE DISPLAY; WOULD PAY FOR BOARD AND LODGING OF THE INVITED LECTURERS; WOULD PUBLISH A BOOK ON THE SUBJECT AND PRINT ALL OTHER LITERATURE FOR PROMOTION AND PUBLIC INFORMATION. THE AMERICAN PARTY WOULD ORGANIZE THE DISPLAY AND FINANCE ITS SHIPPING TO AND FROM BOLOGNA (INCLUDING INSURANCE;) WOULD PAY INTERNATIONAL TRAVEL EXPENSES AND FEES OF INVITED LECTURERS;
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AND WOULD HOST A VISIT TO THE U.S. OF AN ITALIAN DELEGATION (MAX. 7 PERSONS) TO FIX THE DETAILS OF THE EXHIBITION.

3. IN THE PREVIOUS YEARS, SAIE HAS HAD SIMILAR EXHIBITIONS:
1974, BUILDING POLICY IN GREAT BRITAIN;

1975, HOUSING AND TERRITORY IN THE NORDIC COUNTRIES (DENMARK,

NORWAY, SWEDEN, FINLAND);

1976, USSR HOUSING - EXPERIENCES AND TRENDS;

1977, TERRITORY PLANNING, BUILDING POLICY AND TECHNOLOGY IN FRANCE;

1978, THE PROGRAM WILL DEAL WITH THE BENELUX COUNTRIES.

4. NORSAL, WHO IS PLANNING A TRIP TO THE U.S. IN APRIL, HAS ALREADY SPOKEN WITH THOMAS CALLWAY (INTERNATIONAL AFFAIRS, HUD), JOHN EBERHARD (AIA RESEARCH), DONALD WATSON (YALE).

5. SCIATT HAS ENCOURAGED NORSAL TO FIND A SUITABLE COUNTERPART IN THE U.S. WHO CAN PREPARE A FORMAL PROPOSAL FOR PRESENTATION TO BOTH PUBLIC AND PRIVATE FUNDING SOURCES. AT THE SAME TIME, THE MISSION WOULD LIKE TO BE ABLE TO OFFER SOME GUIDANCE ON WHETHER USG FUNDING FOR THIS SORT OF ACTIVITY IS IN PRINCIPLE AVAILABLE AND HOW IT MIGHT BE OBTAINED. IN TERMS OF OUR OVERALL SCIENTIFIC AND ECONOMIC GOALS, THE MISSION WOULD REGARD A HIGH-QUALITY EXHIBITION OF THE SORT PROPOSED VERY DESIRABLE.

6. ACTION REQUESTED: TO INFORM WHETHER FUNDS MIGHT BE AVAILABLE IN PARTICULAR FROM DOE, AND SPECIFIC REQUIREMENTS THAT WOULD HAVE TO BE MET. GARDNER

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Message Attributes

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